



**NEIGHBORHOOD
COMMERCIAL
REVITALIZATION
PROGRAM**

CITY OF SAN ANTONIO NEIGHBORHOOD ACTION DEPARTMENT

NEWSLETTER VOLUME 11 ISSUE 1 SPRING 2005

NCR Restaurant Training Huge Success

On March 1, 2005, the Neighborhood Commercial Revitalization program sponsored an all-day training seminar for existing and potential restaurant owners entitled, "The Forks and Knives of Restaurant Success". Entrepreneurs have often asked for informative, affordable trainings that can help start or grow their business.

As the event sponsor, NCR covered the bulk of seminar expenses and participants attended the professional, specialized training for a nominal registration fee. Many topics were covered, including financial planning, food and bar costs, marketing tips, renovation ideas, and strategies to outperform the competition.

Mike and Joanne Counihan, owners of Austin-based Counihan & Associates, conducted the training. The firm specializes in serving the Hospitality and Food Service Industry. San Antonio clients have included *Rudy's Bar-B-Q*, *Mi Tierra's*, and *Water Street Oyster Bar*.

Many other organizations participated in the seminar to provide participants with a comprehensive experience. Through a partnership with the Community Economic Revitalization Agency (CERA), the seminar was held at St. Philip's Culinary Arts Institute where students prepared a full-course meal for participants. San Antonio Water System (SAWS) provided information on grease-trap maintenance and best management practices. The San

Antonio Metropolitan Health District had information on inspection and license requirements. The Economic Development Department's (EDD) Small Business Outreach program covered their Incentive Program, marketing tips, and additional workshops. The South Texas Business Loan Fund, also with EDD, supplied information on obtaining affordable business loans.

One goal of the NCR program is to retain and expand existing businesses, while recruiting new businesses to our commercial districts. Training sessions are one of the tools we use to provide direct technical assistance to both the businesses in San Antonio and the coordinators who serve our areas. In addition, these sessions serve to promote NCR areas and the advantages of locating in an NCR district. Thank you to everyone who participated and helped make it a huge success!



All participants received a Certificate of Completion to commemorate their participation in the course.



St. Philip's Culinary Arts students served a four-course gourmet meal to attendees.

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Maximizing Empowerment Zone and NCR Initiatives by Bobbye Hamilton

Economic Development Department and NCR staff are working together to leverage advertising dollars and encourage utilization of Empowerment Zone incentives in NCR areas.

EDD will feature vacant properties located in NCR Districts that are also in the Empowerment Zone (EZ) on the Economic Development website. The campaign will utilize both mass-mailings and spots on TVSA Channel 21 to drive traffic to their website where properties will be displayed. EDD will also offer monthly tax credit seminars through each of the NCR's in the EZ. The tax credit seminars will help businesses take advantage of wage credits year-round.

The EZ is a federal initiative designed to promote economic development in distressed communities by using federal tax

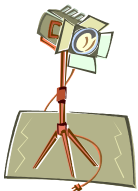
incentives as catalysts for hiring and private investment. Businesses located within the EZ can take advantage of tax incentives to hire residents of the EZ to expand or improve their business operations. Increased business development within the Zone affects job opportunities for residents and improves access to goods and services, promoting long-term community revitalization.

Adrian Perez of EDD said, "Partnering with the NCR program is a natural fit and an excellent opportunity to leverage the City's resources. Our aim is to make current businesses more profitable, Empowerment Zone residents more employable and new investment in the NCR's more attractive."

To learn more about the Empowerment Zone visit: www.sanantonio.gov/edd/empowersa.asp or call Adrian at 207-8124.

NCR Cumulative Achievements

- ✓ Net New Jobs — 2,588
- ✓ New Private Investment — \$35,681,535
- ✓ Net New Businesses — 165
- ✓ Operation Facelift Grants:
 - ★\$184,528 completed projects
 - ★\$125,514 pending completion



AWESOME AUSTIN HIGHWAY IN THE SPOTLIGHT by Gloria Johnson-Ramirez

Participants of the City of San Antonio Leadership Development Program (LDP) toured the Austin Highway commercial corridor to learn about the revitalization effort that has had a positive economic impact on the community. The addition of new businesses and jobs, restoration of old buildings, and infrastructure improvements have made the area a safer and more appealing venue for people to shop, eat, and go for entertainment. On April 8, 2005, 40 participants of the LDP Economic Development Team visited with business owners on the corridor to discuss the strategies of community development and ascertain the effect it has on business development.

The tour began with breakfast at *Señor Willie's* where Gloria Johnson-Ramirez, Executive Director of the Austin Highway Revitalization Project (AHRP) and Jack Judson, AHRP Board President, spoke about the mission and history of the revitalization effort. Mike Avila, owner of *The Shoe Doktor*, spoke about his experience moving on the Highway and the benefits gained from the revitalization program through AHRP. Other businesses in the commercial district visited included *Hobby Town USA*, *Hot Body Yoga*, and *Krispy*

Kreme. The tour ended with an interactive hula dance demonstration by Renée Park of *Aloha Roses and Flowers*. As an owner for over 15 years, most of which has been on the Austin Highway corridor, Ms. Park spoke about the positive transformation the revitalization effort has on the Highway and how it has affected surrounding neighborhoods and businesses.

Participants left the corridor with a better understanding and appreciation of the ongoing grassroots efforts of the AHRP. As a participant in the NCR program, AHRP has facilitated community change through redevelopment and revitaliza-

tion of the Awesome Austin Highway corridor via economic growth and development, infrastructure improvements, and promotion of a safe shopping environment.



Cindy Valdez, Michelle Gimbel, Gloria Johnson-Ramirez, and Jack Judson.



**NEIGHBORHOOD ACTION DEPARTMENT
&
SAN ANTONIO
METROPOLITAN HEALTH DISTRICT**

**WORKING TOGETHER TO IDENTIFY PROPERTIES IN WHICH
LEAD-BASED PAINT HAZARDS EXIST**

**FINANCIAL ASSISTANCE AVAILABLE TO
OWNERS AND LANDLORDS OF RESIDENTIAL PROPERTIES
FOR IDENTIFICATION AND REDUCTION OF
LEAD-BASED PAINT HAZARDS THROUGH
A GRANT AWARDED BY US DEPARTMENT OF HUD**

**FOR MORE INFORMATION CONTACT
NEIGHBORHOOD ACTION DEPARTMENT
207-5455**



**EL DEPARTAMENTO NEIGHBORHOOD ACTION
Y
EL DISTRITO DE SALUBRIDAD METROPOLITANO
DE SAN ANTONIO**

**TRABAJANDO JUNTOS PARA IDENTIFICAR LAS PROPIEDADES QUE
CONTIENEN RIESGOS DE PINTURA A BASE DE PLOMO**

**AYUDA FINANCIERA SERA DISPONIBLE A INQUILINOS Y DUEÑOS DE
PROPIEDADES RESIDENCIALES PARA IDENTIFICAR Y REDUCIR LOS
RIESGOS DE PINTURA A BASE DE PLOMO POR MEDIO
DE DINERO FEDERAL DEL DEPARTAMENTO DE VIVIENDA Y
DESARROLLO URBANO DE EE.UU.**

**PARA MAS INFORMACIÓN, LLAME AL
DEPARTAMENTO NEIGHBORHOOD ACTION
207-5455**





**SOUTHTOWN PRESENTS THE 14TH ANNUAL ART IN THE 'HOOD
ST BENEDICT'S—1115 S. ALAMO ST.**

SEE WORKS BY OVER 100 ARTISTS IN A MYRIAD OF MEDIUMS.

PREVIEW PARTY - FRIDAY JUNE 24, 2005 7 - 10 PM

FIRST FRIDAY PUBLIC SHOWING - FRIDAY JULY 1, 2005 6 - 10 PM

FASHION SHOW CLOSING PARTY - SATURDAY JULY 9, 2005 8 PM - MIDNIGHT

**FOR INFORMATION ON ENTERING ART WORK, TICKET SALES AND SPECIAL ADDED
ATTRACTIONS VISIT WWW.SOUTHTOWN.NET OR CALL THE SOUTHTOWN OFFICE AT
210/226-0888**

HONORED BY THE TEXAS DOWNTOWN ASSOCIATION AS BEST PROMOTIONAL EVENT IN THE STATE OF TEXAS IN 2004.



Board Envisions Future of Deco District *by Mariana Dannelley*

On March 12th, the Jefferson Woodlawn Lake CDC's board members passed up the opportunity to enjoy perfect weather at Woodlawn Lake or other area attractions. Instead, they put their heads together for eight hours to develop a joint vision of the future of the Deco District. In a retreat facilitated by Scott Day, Principal of Urban Development Services and an expert with over 20 years experience in revitalization work, the board members and the agency's Executive Director, Mariana Peralta Dannelley, discussed the types of businesses, buildings, activities and transportation options they would like to see incorporated into the Fredericksburg Road commercial corridor.

The board members also agreed on the benefits they would like to continue or begin to provide to the corridor's existing businesses and area residents. These included improving the corridor's visual appeal, improving

safety, and increasing the value of commercial and residential properties. The CDC also committed to serving the City of San Antonio by promoting City programs such as code enforcement and store front improvements through Operation Facelift, acting as a resource for information, stabilizing and improving the tax base, and managing City projects such as the current streetscape enhancements.

Participants included board members Judge Andy Mireles, architect Andy Simpson, attorney and community leader Alex Soto, artist and educator Becky Whitehead, Board Secretary Steve Avery, Treasurer John Davis, Vice President Liz Provencio, and President Paul C. Stahl.



UTSA Students Study Presa Real and Surrounding Area *by Franki Martin*

Thanks to the revitalization efforts taking place in the South Presa Street area,(including Presa Real & Southtown) there has been a great deal of interest from people all over the city in learning more about the history and character of the neighborhoods there. In this case, the interest extends specifically to studying the history that led to the unique mix of architectural styles that are intermingled along S. Presa Street.

Sixteen future architects from the UTSA School of Architecture will spend their spring semester mapping, analyzing, documenting the past, and imagining the future of Presa Real. The result will be several documents that we can refer to as we continue to develop our long-term plans for improving the area. Students are tasked with three major projects: studying and mapping the local landscape, reconsideration and redesign of an existing building, and finally, choosing a site and designing a brand new structure for the space. The proposed new structure must add to the community



character and fabric, rather than being out of place. These projects are being pursued with the utmost respect and interest, and we hope that everyone will enjoy the continued partnerships we are developing as we work together to "Restore South Presa Street to its 'Royal' Roots!"

A celebration and presentation of the work will take place May 10th at a neighborhood venue to be announced. Please look for notices in the Southside Reporter and listen for the Public Service Announcements on your favorite radio station. Our sincere thanks to Professor Vince Canizaro & a great group of students!

5 Year Anniversary!

Presa Real's offices opened Feb. 2000. Together with our area business owners, neighborhood associations and volunteers, we've welcomed many new businesses and owners, seen storefront improvements, improved the landscape with new trees, lighting and signage, and lent a hand to historic preservation. **MANY THANKS** to our **PARTNERS** who have helped us plan for our future...our on-going success wouldn't be possible without you!



NCR offers NDC Training in San Antonio *by Claudia Hernandez*

In response to a request from City Council members that the NCR Program offer training that translates into providing direct services to businesses, NCR offers the National Development Council's Economic Development Finance Professional Certification classes locally to all NCR coordinators and staff members. The National Development Council, established in 1969, works with staff members of federal, state and local government agencies, as well as not-for profit organizations to create job opportunities and generate investment in distressed areas. Thanks to our sponsors Guaranty Bank, Annie E. Casey, and the NAD, NCR recently hosted the Business Credit Analysis class on March 28th-April 1st, 2005 at Avance headquarters. The four-part series also includes classes on Economic Development Finance, Real Estate Finance, and The Art of Deal Structuring.

Over 40 students participated in the class and were from various public agencies, including the City of San Antonio, City of Windcrest-Economic Development Corporation, San Antonio Housing Trust, Brooks Development Authority, and Middle Rio Grande Development Council. In addition, various non-profit and community groups participated, such as Presa Real, Community Economic Revitalization Agency, Avenida Guadalupe Inc., Neighborhood Housing Services, Antioch Community Transformation Network, St. Paul Association Development Corporation, VIA Metropolitan Transit, and Merced Housing. The training equips participants with the skills essential to facilitate economic development, including business credit and real estate finance analysis techniques, loan packaging, and negotiation and problem solving strategies. The next class, Real Estate Finance, will be sponsored by Citibank at the Citibank campus July 11th-15th. For more information please contact Raquel Favela at 207-7746.

NCR CALENDAR OF EVENTS

- ★ **MAY 5—CINCO DE MAYO CELEBRATION**
- ★ **MAY 8-11—NATIONAL MAIN STREET CONFERENCE**
- ★ **MAY 10—PRESA REAL ARCHITECTURAL UNVEILING**
- ★ **MAY 14—AUSTIN HWY BUSINESS EXPO**

- ★ **MAY 20—CCSA ANNUAL SCHOLARSHIP BANQUET**
- ★ **MAY 30—MEMORIAL DAY**
- ★ **JUNE 24—ART IN THE HOOD PREVIEW PARTY**
- ★ **JULY 4—INDEPENDENCE DAY**
- ★ **JULY 9—ART IN THE HOOD FASHION SHOW**
- ★ **JULY 11-15—NDC TRAINING—REAL ESTATE FINANCE**